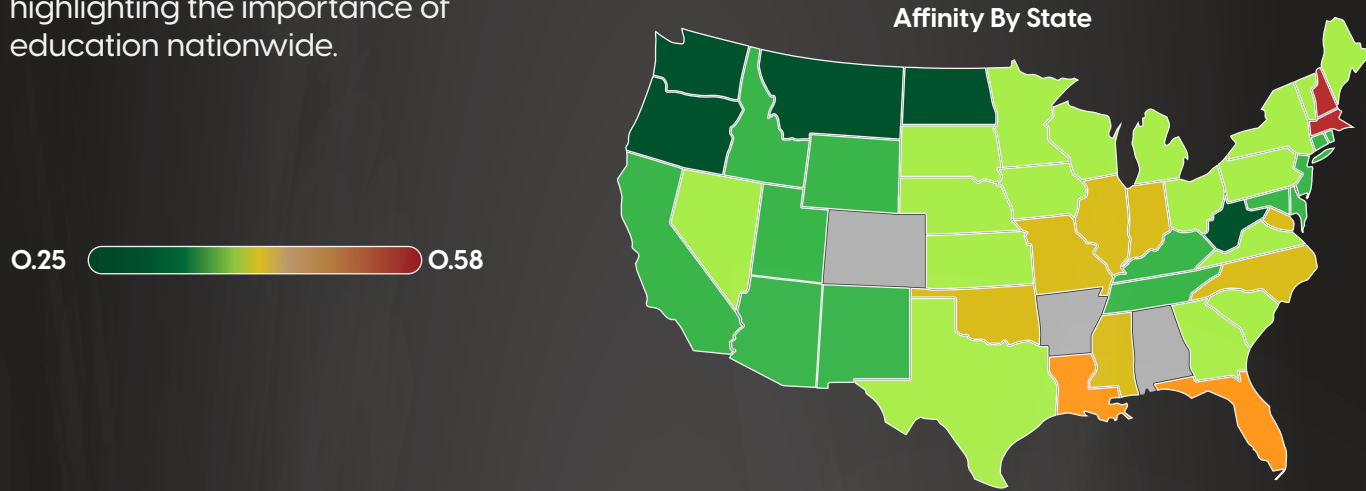


Back to School

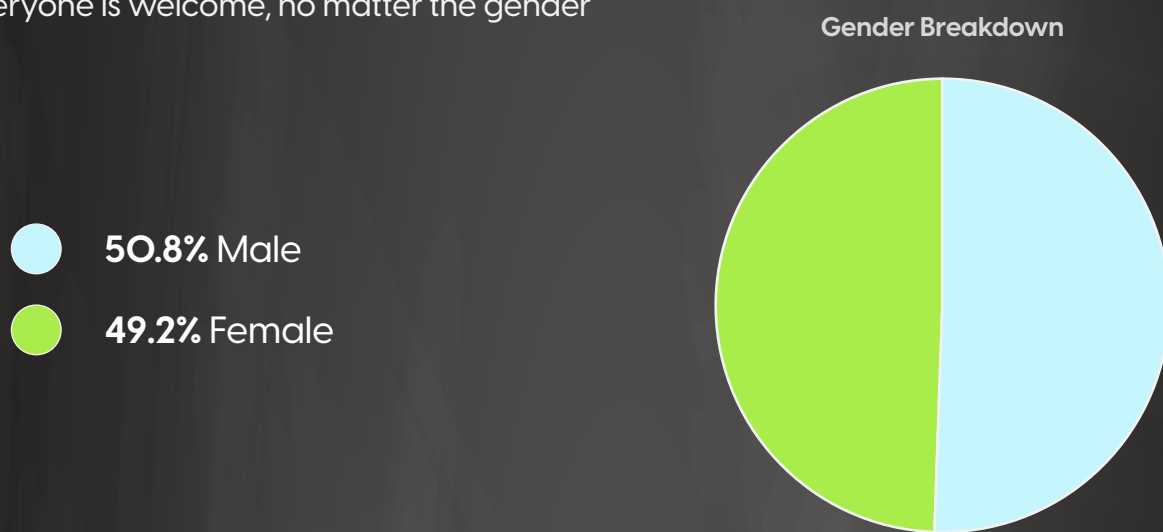
Each year, the back-to-school season unites parents, teachers, and students in a shared mission: preparing for a successful school year. Shoppers from diverse backgrounds fill stores with excitement and determination, creating a vibrant atmosphere that celebrates new beginnings and the joy of education.



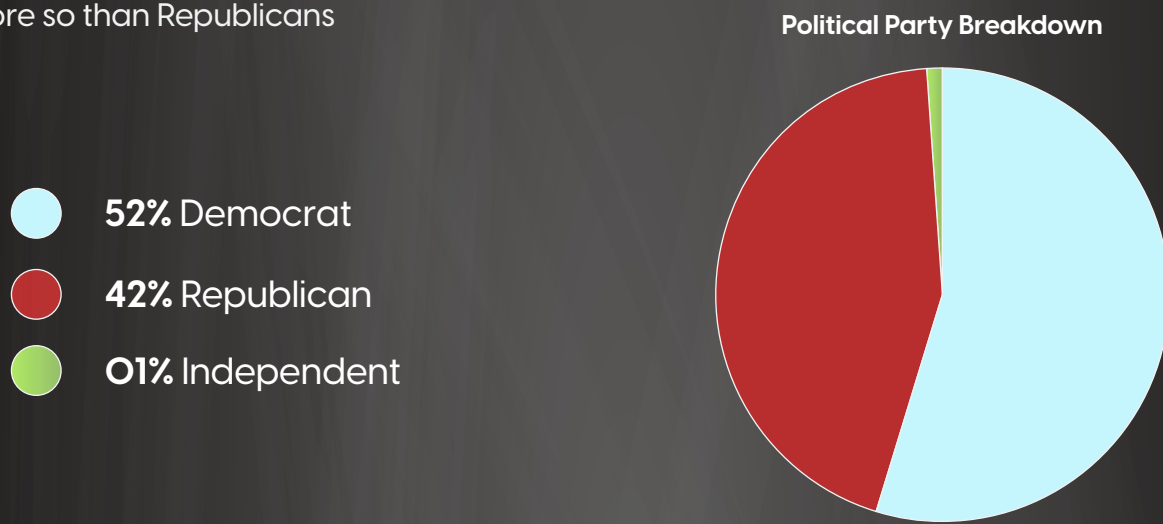
They flood stores in every state, highlighting the importance of education nationwide.



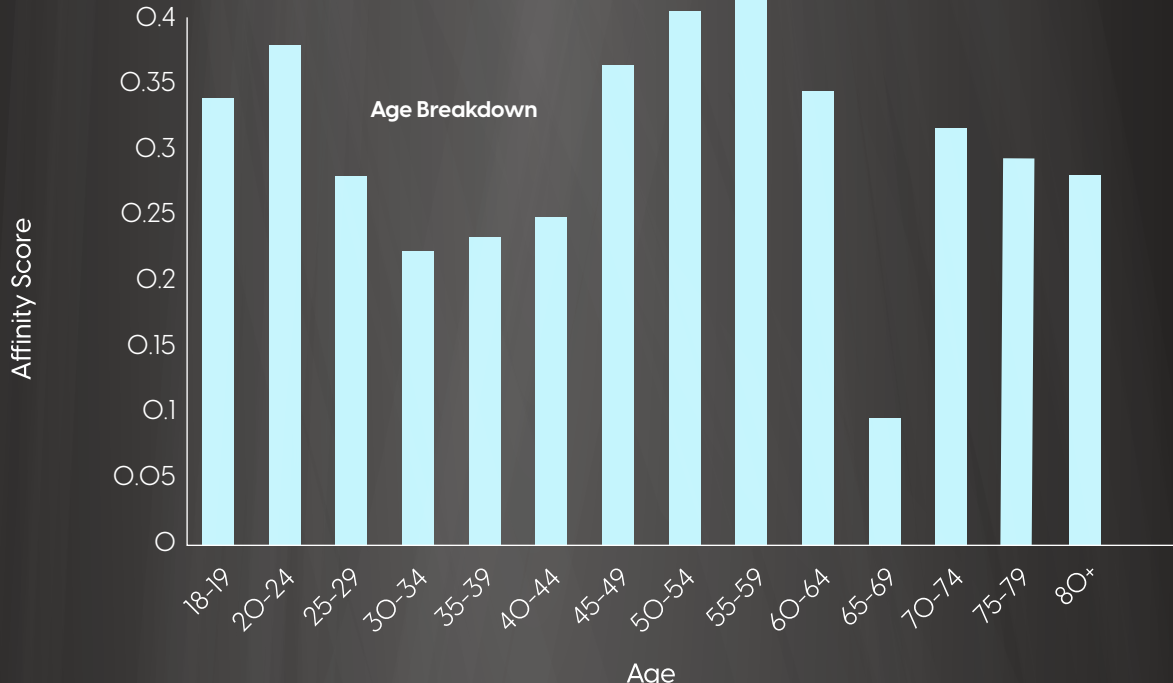
Everyone is welcome, no matter the gender



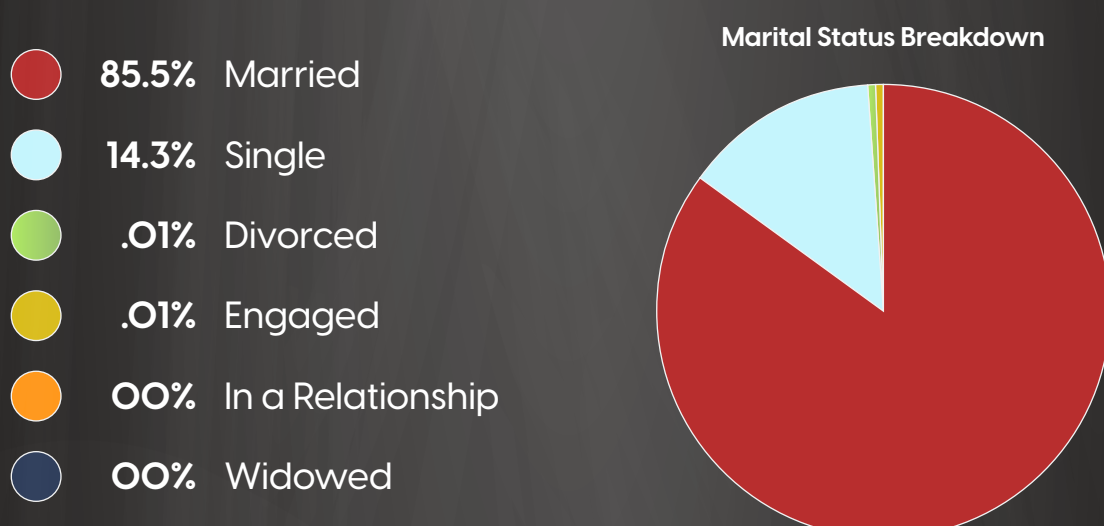
Democrats favor back to school shopping more so than Republicans



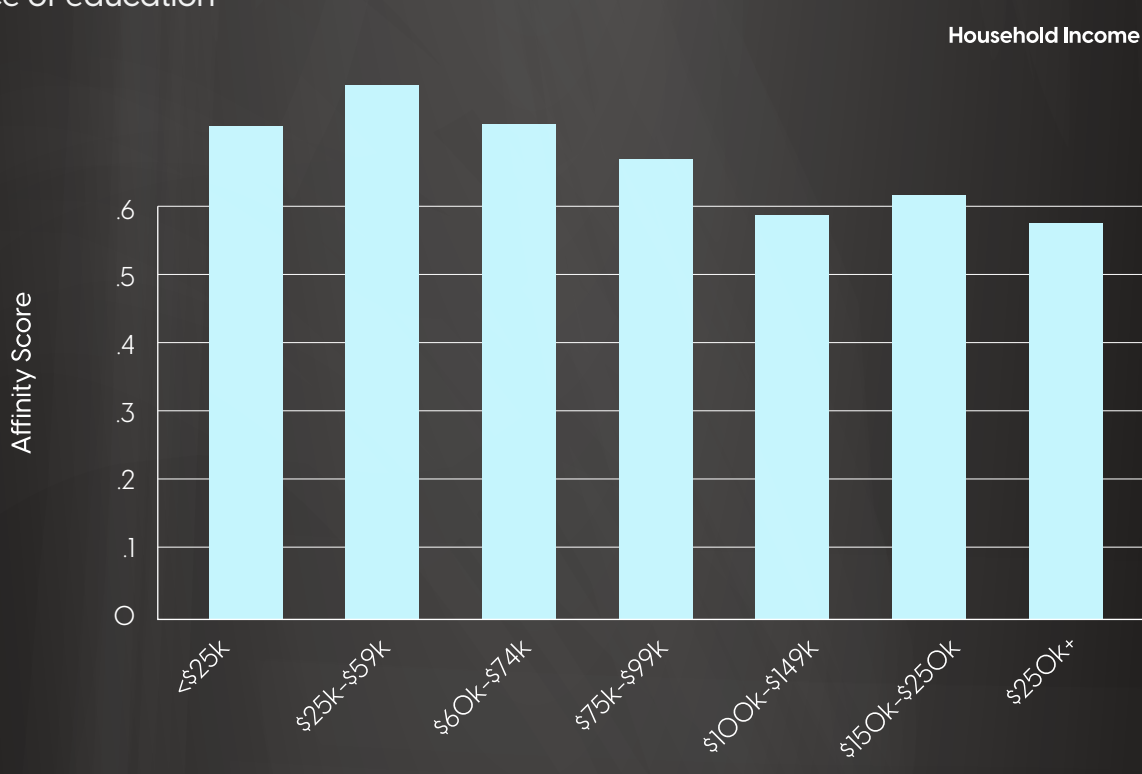
It is most popular amongst those around the college and parent ages



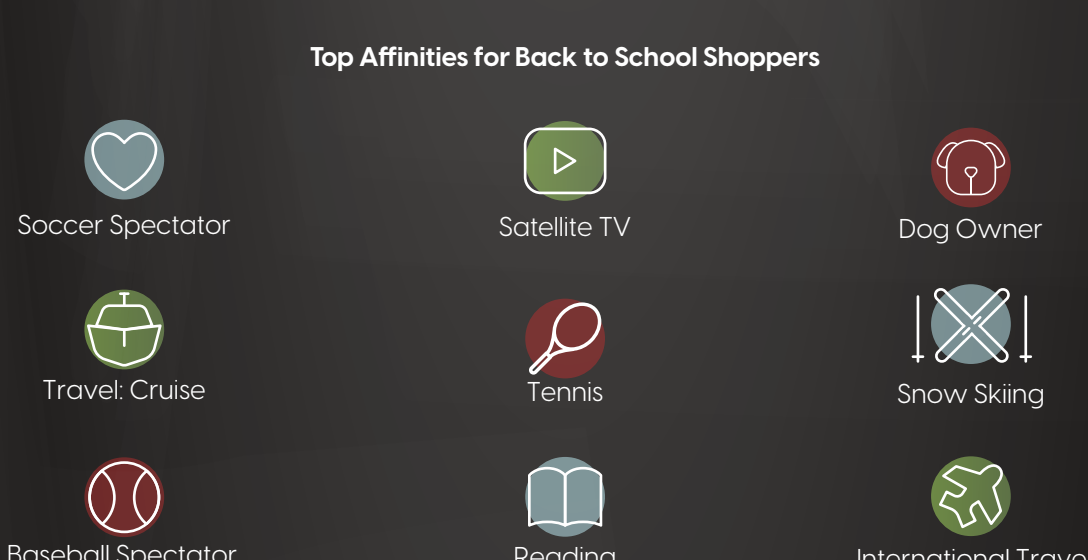
Married individuals are more often participants in back-to-school shopping



Their diverse financial backgrounds reflect the universal importance of education



They possess a very specific set of top affinities, all having young children and living in New England



Interested in more insights?

Visit www.Skydeo.com

